



Information Industry Association

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October 1, 1993

Brewster Kahle
President
WAIS, Inc.
1040 Noel Drive
Menlo Park, CA 94025

Dear Brewster:

As Chair of the IIA's new Electronic Information Services Committee (EISC), please accept my personal invitation to participate in our breakfast open house during the upcoming Annual Convention. The EISC breakfast is scheduled for **Monday, October 18 from 7:30am – 8:30am** in Meeting Room 4 at the Renaissance Hotel in Washington, DC.

The Electronic Information Services Committee was approved by IIA's Board of Directors in June of this year. Its primary objective is to provide a forum for electronic information providers, vendors, technology and related software providers, and users to address the strategic business issues that are emerging as a result of new technologies and new customer applications.

Since its formation, EISC has held a number of working meetings with IIA members to identify and prioritize the key issues facing the electronic publishers and vendors. As a result, we've developed the enclosed draft charter and workplan for 1994. We are now seeking your comments and suggestions as well as your active participation in the Committee.

A detailed presentation of the draft charter and workplan will be held during the open house, followed by a roundtable discussion based on your reactions to the concepts. We believe the formation of this Committee comes at a critical time for the industry and will provide a valuable business forum for IIA's core membership. We look forward to your involvement.

Michael Atkin (IIA 202/626-1155), or I (416/442-2234), will be following up these invitations to ensure that your contribution isn't missed. In the meantime, please feel free to call us with your comments.

Sincerely,

Huw Morgan
Chair, Electronic Information Service Committee
and Director, Marketing & Database Publishing
Southam Information & Technology Group

Information Industry Association
ELECTRONIC INFORMATION SERVICES COMMITTEE
Draft Charter & Workplan

Overview

The Electronic Information Services Committee (EISC) was approved by IIA's Board of Directors in June, 1993. The basic purpose of the EISC is to provide a forum for electronic information providers, vendors, technology and related software providers, and users to address the strategic business issues that are emerging as a result of new technologies and new customer applications.

Background

The electronic information industry is entering its second generation of growth and development. We're moving from the first stage of our industry, which supplied online systems to information professionals, to a "new economy" where information will be readily available on end-user desktops. The transformation of the business environment is being driven by two interrelated phenomena:

The first is clearly technology. Cost/performance changes in hardware are well documented. Improvements continue in software functionality along with advancements in network cost and capacity. LAN/WAN delivery, the Internet, consumer online systems, client/server architecture and distributed processing, multimedia, software agents and intelligent filters, workgroup computing ... have created broad information highways which promote the sharing of information. The result is a new technological environment and a new opportunity for the sale of information services.

The second is customer demands. In a general sense it is a "generational shift" from serving existing markets (still predominately information specialists, researchers and information intensive professionals), to developing new market segments (business end-users). Customers are more sophisticated and increasingly vocal in demanding greater value for their information investment. Users want information services that are easy to use. They want to integrate external information into their internal systems. They want information services to be distributed in ways that match the advantages of their internal business environments. From the customers perspective the issues boil down to -- access, packaging, integration, distribution and value.

Responding to these changes will not be easy. This new environment, combined with increased competitive pressures and the need to invest in new technologies, is challenging companies to rethink traditional business strategies, develop new operational models, refocus on customer satisfaction, create new partnerships and strategic alliances, embrace open systems solutions and take a fresh look at the whole structure of access and distribution.

The Electronic Information Services Committee is designed to help stimulate that process, improve communication channels and provide a business forum for information providers, vendors and users to meet and exchange ideas on the strategic, commercial and technical issues facing this industry.

1994 Workplan

Based on these areas of focus, the following initiatives are being considered by the committee as the foundation for its 1994 workplan:

- 1) **Establish the central theme.** New information distribution channels will be the central theme for the committee. EISC will emphasize customer needs, technology-driven opportunities and their marketing, legal and strategic implications for information providers and vendors.
- 2) **Develop Committee participation proactively.** EISC will actively recruit participants from the recognized leaders of the electronic information community, both users and vendors. A high level of participation will help establish a powerful voice and a high level of credibility on the driving issues. EISC will seek to open a dialogue with major corporate and government customers for the discussion of this new business environment. A strong Executive Committee of up to 18 members will be recruited to address governance issues such as: budget, structure, relationships with other organizations, and liaison to the IIA Board of Directors.
- 3) **Survey user needs.** EISC will conduct a formal survey of customer needs and levels of satisfaction with current distribution and pricing methods. This survey will serve as a backbone for discussions of the Committee.
- 4) **Develop an action plan.** EISC will meet regularly to focus on the issues identified in this report and will develop an action plan for the IIA.
- 5) **Invite outside experts.** Regular presentations by experts on technology and customer needs (e.g SLA, ITAA, Microsoft, Adobe, Apple, Lotus) will be scheduled as part of Committee meetings to ensure that participants get added-value for their time.
- 6) **Launch forum and seminar.** EISC will build an infrastructure to promote awareness of its issues. A communications forum (newsletter and bulletin board) will link members and promote action between meetings. An EISC fee-generating seminar will be held to serve as an annual focal point for our issues gathering users, vendors and technology-suppliers for the EISC event.

Governance

Huw Morgan, Director, Marketing & Database Publishing, Southam Information & Technology Group is the current EISC Chair (p) 416/442-2234 (f) 416/445-3508. The Chair of the Committee is an ex officio members of IIA's Board of Directors. According to the bylaws, an Executive Committee consisting of up to 18 members can be created to address the operational issues of the EISC. The Committee is encouraged to appoint official liaisons with the other Divisions and Councils as appropriate.